



MICHAEL MCMILLAN
LICENSE COLLECTOR
CITY OF ST. LOUIS
OFFICE IMPROVEMENT UPDATE



The following 30 improvements have been made to the License Collector's Office since 2007 as part of our efforts to provide better customer service, improve technology and further professionalize our office:

1. Web Site Improved

- Our web site has been updated and improved to now include downloadable forms and additional information to save time for business license applicants. Thanks to our new online payment system, taxpayers can now pay for their business license online with either a check or a credit card.

2. Credit Cards/Debit Cards Accepted

- Businesses are forgoing cash in favor of credit and debit card payments, because of their convenience. We now accept credit and debit cards at our counters in addition to checks and cash.

3. Annual Licensing and Business Resource Fair

- This day-long fair offers businesses an opportunity to learn about the licensing process. The License Collector's Office has formed a collaboration with the Collector of Revenue to make it possible for business owners to pay related licensing earnings taxes and personal property tax; and receive consultation on the requirements of the licensing process in order to do business with the City. Other City departments participate in addition to business support services provided by banks and other government agencies.



4. ATM

- For small businesses and citizens that would like to pay in cash, we have installed an ATM in our lobby for your convenience.

5. Expanded Work Hours

- Our employees' work day was expanded from seven hours to eight hours each day.

6. \$500,000 Reserve Distribution (2009)

- Our office voluntarily disbursed \$500,000 to assist with the City's deficit. We also distributed contributions to organizations such as the St. Louis Public Schools, Libraries, and Community College District. While the commissions retained by the Office of the License Collector are allowed by state law, this disbursement contributed to the overall economic recovery of the city and helped reduce governmental deficits.

7. \$768,448 Reserve Distribution in 2007

- Our first official disbursement was \$768,448 to the city's general fund, along with the St. Louis Public Schools, Community College District and other government agencies.

8. Electronic Check Transfer

- Business Licenses paid by check can now be cleared by the banks quicker, which increased our check processing efficiency and puts revenue in the system sooner.

9. Staff Training

- Ongoing training is provided to our staff that reinforces customer service, administrative and management skills for greater accountability, and responsiveness to the businesses' needs. Our staff are also encouraged to continue their education and enhance their professional skills.



10. Employee of the Month/Year Incentive Program

- Each month different employees are recognized for exceeding their job responsibilities, customer service and overall office contributions.



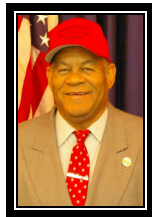
Lambert



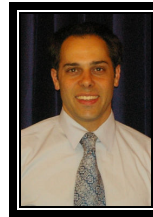
Robins



Caruso



Gilbert



Dilorenzo



Patton



Gann-Cruz



Allen

11. Voluntarily Participated in City Employee Furlough Saving over \$30,000.00

- When the city experienced major revenue deficits, our office voluntarily agreed to the proposed furloughs, which as a County office, was not required.

12. Reduced staff by 20%

- Further economic concessions were made by reducing our staff by 20%. Reductions as a result of the furlough will reduce pay ranging between 1.9% for staff and 3.8% for managers. The entire office has undergone a re-organization with mandatory staff training to adjust for the staff reductions and the workload increase, so that customer service does not suffer.

13. Increased Fraud Monitoring

- We have increased site inspections through our field service division to protect citizens against fraudulent, unlicensed businesses.

14. Electronic Storage System

- We have initiated a project that scans our paper records into an electronic database that will make office operations more efficient and effective.

15. Introduced Electronic Bookkeeping

- We have introduced a proven electronic bookkeeping and a cash management system to reduce manual processes and save time for the consumer.

16. Personnel Classification Study

- We requested that the City's Personnel Department conduct a classification analysis to ensure that the office staff receives appropriate compensation in line with other city jobs in similar positions. Appropriate adjustments were made based on the results.

17. Fraud Hotline

- We have instituted a fraud hotline, (314) 641-8400, to provide a resource for citizens to report businesses operating illegally.

18. Internship Program

- We have partnered with local universities to provide opportunities to local youth who are interested in pursuing careers in government and public service. Seven colleges and universities have participated along with the St. Louis Public School System.



Derek Collins



Mead Ruesing



Conswayla Bosley



Richard Davis

19. Improved Customer Service

- We have established a personnel committee to revise acceptable customer service, office appearance and decorum standards. In addition, we have instituted an employee recognition program to compliment the performance of high achieving staff members.

20. Recycling Program

- We have coordinated with the City of St. Louis Recycling Program and we now recycle office paper and cardboard. Every employee has been given their own individual recycling bin so that we achieve 100% participation from our office.

21. Manufacturing Industry Briefing

- Over 175 manufacturers licensed in the city attended a comprehensive 4-hour business briefing and networking opportunity that gave them direct access to resources and valuable information available to help them to sustain and grow their business. We convened city, state and federal government agencies; and 15 service providers, including banks and workforce development agencies.



22. Dine St. Louis Program

- We have partnered with local restaurants in a program called Dine St. Louis to support St. Louis City businesses. Citizens are encouraged to celebrate their birthdays and other special occasions at City restaurants, hotels and shopping venues. This program is not printed at the taxpayer's expense.

23. City Vacations Program

- We have partnered with local hotels in a program called City Vacations to support St. Louis Businesses. Hotels offer discount incentives to encourage local citizens to spend a night or weekend in a St. Louis City Hotel for a City Vacation. This program is not printed at the taxpayer's expense.

24. New Business Orientation Program

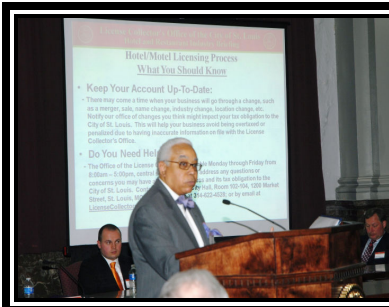
- We prepare customized new business packages to ensure that new businesses have an accurate understanding of the licensing expectations, historic revenue status, overview of City Ordinances applicable to their industry; contact telephone numbers and websites; and important reporting deadlines to remain in compliant. This pro-active initiative improves communications and assists in the licensing process.

25. Senior Discount Program

- We print a Senior Discount Booklet that lists the senior discounts of all the businesses in the City of St. Louis. We distribute the booklets at 60 senior centers each year as well as other events. With all types of businesses giving discounts, seniors save a lot of money with this booklet. The booklet is a free service that we provide for the seniors and the businesses of St. Louis. We also have the booklet posted on our website.

26. Hotel and Restaurant Industry Briefing:

- License Collector Michael McMillan and other city, state and federal officials provided essential information at a free Hotel and Restaurant Industry Briefing. The briefing was held at City Hall in the Kennedy Hearing. Attending were General Managers, Finance Managers or Sales/Marketing Executives from hotels and restaurants, presenters, exhibitors and staff. The briefing was highly informative, interactive and customized for these industries.



27. Increased Compliant Businesses and Collections:

- A partnership with the Collector of Revenue, City Counselor's Office and Metropolitan St. Louis Police Department has resulted in an increased number of delinquent businesses becoming compliant and closing of businesses with un-resolvable delinquencies.

28. Collaboration for Convention Hospitality:

- St. Louis will host one of the largest conventions in its history with the upcoming C.O.G.I.C. Convention. The Office of the License Collector established a partnership with the Convention & Visitors Commission in preparation for this anticipated 50,000 attendance.

29. Additional Cost Saving Implementation:

- The License Collector's Office has bid, rebid and creatively determined new ways to acquire several goods and services. Some examples of these savings are auto insurance, printing, copying, mail house, ink cartridges and other expenses.

30. Educational Encouragement:

- Ongoing support of continuing education for our employees to ensure skill updates in line with job expectations. Additional high school and college students were added to the roster for mentored job experiences.

License Collector's Office

1200 Market Street, Room 104 St. Louis, MO 63103

(314) 622-4528

FAX: (314) 622-3275

Email: licensecollectorsoffice@stlouiscity.com Website: www.stlouis-mo.gov

NOTES
